

# THE INFLUENCE OF PROMOTION STRATEGIES THROUGH SOCIAL MEDIA AND WORD OF MOUTH MARKETING ON SCHOOL SELECTION DECISIONS (CASE STUDY AT SMK MUHAMMADIYAH PARAKAN)

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*Abstract — The purpose of this study was to determine the effect of promotional strategies through social media on school selection decisions, the effect of word of mouth marketing on school selection decisions, and the effect of promotional strategies through social media and word of mouth marketing together on school selection decisions at SMK Muhammadiyah Parakan. . The research was conducted at SMK Muhammadiyah Parakan which is located at Jalan Pamulang 2 Benda Barat 11, Ritan Complex, Parakan Village RT 03/09 Pondok Benda Village - South Tangerang City. This research model uses quantitative research methods. This research was analyzed using Multiple Linear Regression analysis with SPSS program. The population as well as the sample in this study were all students of class X SMK Muhammadiyah Parakan in 2020, totaling 44 people. Methods of data analysis using data quality test, classical assumption test and hypothesis testing. Based on the results of the study, there is a positive influence between promotion through social media (X1) on school selection decisions (Y). This is evidenced by the t-count of 6.386 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 0.702 or 70.2% while the remaining 29.8% is influenced by other factors. There is a positive influence between word of mouth marketing (X2) on school selection decisions (Y). This is evidenced by the t-count of 6.323 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 0.698 or 69.8% while the remaining 30.2% is influenced by other factors. There is a positive influence between promotion through social media (X1) and word of mouth marketing (X2) on school selection decisions (Y). This is evidenced by the calculated F of 26,657 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 75.2% while the remaining 24.8% is influenced by other factors.*

**Keywords : Promotion, Social Media, Word Of Mouth Marketing**

## I. INTRODUCTION

The development of science and technology that is increasingly advanced, requires people to make changes so that they are able to keep up with existing developments. In this modern and sophisticated era, it is very important for every society to improve their ability to keep up with competitive competition in a multidimensional crisis. Education is believed to be one of the right strategies to improve the standard of human life. Through education, humans will become intelligent, have the ability or skill, a good attitude to life, so that they can get along well in society.

School is one of the institutions established to achieve national education goals. In order to achieve these goals, each school sets a vision and mission. Vision is a goal that must be achieved by the school in a long period of time (5-10 years) (Muhaimin, Suti'ah, & Prabowo, 2015). Mission is the way how to achieve the vision (Kautsar, 2015).

Schools need to determine the things that must be done (mission) to achieve the vision. One of the things that can be done to achieve the vision and mission is to involve various related parties in managing and developing the right strategy. One strategy that can be used by schools in introducing the vision and mission is a marketing strategy.

Marketing strategy can be a new breakthrough for schools to achieve the goals set. Schools as non-profit institutions as well as important institutional segments, the goal is not the creation of economic wealth but an effort to carry out activities that will positively affect society in general (Hax, 2010). Schools need to pay attention to the things that have been, are being, and have not been done to improve services for customers of education services.

Marketing with promotional strategies through the internet, especially with social media (social networks) can increase sales widely and does not require expensive marketing costs. Consumers will also find it easier to find information about the products they want to buy because they do not need to meet face-to-face directly.

The increasing use of the internet in Indonesia makes the dissemination of information run very quickly. Information that maybe 5-10 years ago took a few days to be conveyed, nowadays it can be disseminated in just a matter of hours. The survey results of the Indonesian Internet Service Providers Association (APJII) up to the second quarter of 2020 noted that the number of internet users in Indonesia reached 196.7 million. This number increased by 23.5 million or 8.9% compared to 2018.

**Table 1. Internet User Growth Data in Indonesia**

Year	Number of Internet users (in million people)
2013	72,8
2014	83,7
2015	93,4
2016	102,8
2017	112,6
2018	123
2019	171,17
2020 (Second Quarter)	196,7

In a survey conducted by the Ministry of Communication and Information in collaboration with the Katadata Insight Center (KIC), WhatsApp is still the public's favorite social media. The application is owned by 98.9% of respondents. Meanwhile, Facebook and Youtube followed because they were owned by 89.8% and 87.8% of respondents. The photo and video sharing application or Instagram is in fourth place. At least 47.6% of respondents have the application. Meanwhile, ownership of Line or messaging applications occupies the last position. The application is only used by 7.1% of respondents.

**Table 2. Most Used Apps**

User	Applications (%)
WhatsApp	98,9
Facebook	89,8
Youtube	87,8
Instagram	47,6
Line	7,1

It is undeniable that social networks that are currently often used to market products, including Whatsapp, Facebook, Instagram and Twitter, will open other promotional channels. With these social networks, an effective marketing communication strategy will be formed, namely word of mouth. Word of mouth is a powerful, effective and cheapest type of promotion. Moreover, for schools as institutions that provide services as their main product, promotion through word of mouth or word of mouth will be more trusted than other advertisements or promotions. Satisfied consumers will tell others about their good experiences with the product (Kotler and Armstrong, 2016).

Word of mouth marketing often has a competitive advantage in conveying business information. This is because word of mouth marketing arises naturally from the opinion of the social environment which is considered more honest and there are no specific motives in conveying information to other consumers.

The emergence of increasingly sophisticated technology no longer limits word of mouth marketing to face-to-face conversation situations, but can be via telephone or social networks. In addition, the lifestyle of today's society is more likely to use their smart devices which are already known as smartphones to access the internet.

This research takes the object of research at SMK Muhammadiyah Parakan, South Tangerang City, which is a school under the auspices of the Muhammadiyah organization which is engaged in services. The activities carried out by Muhammadiyah Parakan Vocational School in South Tangerang City are accepting new students,

carrying out school administration activities, counseling guidance, conducting learning and teaching processes, and so on.

Parakan Muhammadiyah Vocational School is one of the private vocational schools located in South Tangerang City. SMK Muhammadiyah Parakan is located at Jalan Pamulang 2, Benda Barat 11, Ritan Complex, Kampung Parakan RT 03/09 Pondok Benda Village, South Tangerang City. It is a vocational high school for management and multimedia business groups. There are three competency skills, namely Accounting, Marketing, and Multimedia.

Parakan Muhammadiyah Vocational School is one of the schools in the world of education. Parakan Muhammadiyah Vocational School is a member of the Vocational High School in the education/private school group. Choosing a school that matches your interests, skills, and abilities is not easy. There are many things to consider before choosing a school. In choosing a school, it must be done wisely, rationally and according to interests.

School enthusiasts at SMK Muhammadiyah Parakan for the last three years have experienced unstable fluctuations. This can be seen from the data on fans of the Parakan Muhammadiyah Vocational School for the last three years, namely: in 2018/2019 as many as 47 students, in 2019/2020 as many as 51 students, while in 2020/2021 as many as 44 students. From these data, many prospective students do not understand the state of the school both in terms of curriculum and goals.

Prospective students only assume that if they enter SMK Muhammadiyah Parakan, they can immediately work. From other enthusiasts, the interest of students who choose SMK Muhammadiyah Parakan is low because interest does not arise from within themselves but interest arises from encouragement or coercion from outside parties both from family, community and the surrounding environment. This encouragement or coercion can allow student achievement to be low because students are less interested in the school they have chosen.

In addition, after the authors made observations, there were several problems, including: not yet maximal promotional activities carried out by schools, there was still overlap in the determination of promotion officers, there were still school employees who had not carried out excellent service, the facilities and infrastructure owned by schools were still not supportive for practice. Vocational services, facilities and infrastructure owned by schools are still less supportive to achieve student learning outcomes, and the lines of coordination and communication have not worked well between leaders and subordinates in terms of community services.

For this reason, improvements are needed in terms of school arrangement, including promotional activities, service quality, and curriculum improvements so that in the end it will increase the interest of registrants at SMK Muhammadiyah Parakan. In addition, continuous evaluation of these variables is very important to be able to maintain the interest of applicants in the following years.

## II. LITERATURE REVIEW

### A. Promotion

In managing a marketing communication system requires a design strategy and sales programs that are effective and efficient. Sales promotion is a key element in a company's campaign and the best promotions are those carried out by satisfied customers. Thus, promotions need to be handled carefully because the problem is not only about how to communicate with customers, but also how much it costs. This cost of course must be adjusted to the conditions and capabilities of the company (Kotler and Armstrong, 2016).

Promotion is an activity to communicate product sales in the market that are directly related to the community. Promotion aims to provide information and convince consumers of the benefits of the resulting product. Promotional activities that can be carried out are by means of advertising through various media such as the internet, TV, radio, newspapers, bulletins, and others. Sales promotion can also be done through educational exhibitions, education and investment bazaars, direct contact with students and also conduct public relations activities. Promotional activities are the core of marketing. Talking about promotion means talking about marketing. Not all schools carry out this promotional activity because usually promotional activities are only carried out by private schools. Public schools do not use promotions to market their schools.

With promotions, people who were previously not interested in buying a product will become interested and try the product so that consumers make product choices. There are four indicators on promotion. The four indicators are advertising (advertising), sales promotion (sales promotion), personal selling (personal selling), and publicity.

#### 1. Advertising (advertising)

All costs that must be incurred by the sponsor to make non-personal presentations and promotions in the form of ideas, goods or services to influence the audience.

#### 2. Personal selling (personal selling)

Interaction between individuals, meeting each other face to face in order to succeed in sales and build relationships with customers.

#### 3. Sales promotion (sales promotion)

Marketing activities that encourage the effectiveness of consumer product selection by using tools such as demonstrations, exhibitions, demonstrations and so on.

#### 4. Publicity

Any amount of information about a person, thing, or organization that is disseminated to the public through the media free of charge, or without the supervision of a sponsor.

### **B. Social Media**

According to Thoyibie (2010), social media is content containing information, created by people who utilize publishing technology, highly accessible and intended to facilitate communication, influence and interaction with others and with the general public. Today, the practice of marketing through social media is starting to develop and is used as a product marketing tool to promote a company's brand and brand.

Cohen in Liliweri (2015) said that the definition of social media continues to change/develop along with the development of the use of social media itself. This is because it is supported by the fact that social media is related to technology and platforms that allow the creation of content on the interactive web so that collaboration and free exchange of messages occur between users.

Social media is a gathering place for people who want to share information and a place to make new friends and interact with other friends online. Social media that is growing very rapidly in Indonesia are Whatsapp, Facebook, Instagram and Twitter.

Marketing strategies using social media allow building more personal and dynamic social relationships than traditional marketing strategies. Social media marketing activities are centered on efforts to create content that attracts attention and encourages readers to interact and share it in their social network of friends. The influence of social media varies, but what generally happens is that information originating from social media will have an influence on product selection decisions that consumers will take.

The ease of creating an account on social media is one of the factors why so many people use social media as a means of communication with the outside world. No exception for companies that see opportunities and use them as sales promotion tools and media to disseminate information.

Social media changes the media market from monologic communication to dialogical communication, this is because social media provides an online platform for users to actively participate interactively. Social media helps people to understand what people are saying about a particular brand, product or service. Through social media, users can participate actively and interactively openly to convey, receive and discuss new ideas as the basis for making better business decisions, including decisions in school selection.

### **C. Word Of Mouth**

Word of mouth is a person-to-person communication between the source of the message, the recipient of the message, where the recipient of the message receives a message voluntarily about a product, service or brand. Harjadi and Fatmawati (in Prasetyo, 2016) define word of mouth as a marketing effort that triggers consumers to talk about, promote, recommend, and sell our products/brands to other customers.

According to Kotler and Keller (2016) there are two main benefits in doing Word of Mouth (WOM), First, word of mouth is convincing, Second, word of mouth has a low cost. In addition, there are several things word of mouth should and should not do, namely:

1. "Paying" with feedback.
2. Force to open.
3. Demanding honesty.
4. Help customers tell stories.
5. Do not use scenarios.
6. Don't plan.
7. Don't Sell.
8. Do not ignore.

Word of mouth communication is often known as viral marketing, which is a marketing technique used to spread a marketing message from a site or users to other sites or users, which can create potential brand image growth like a virus. Most of the communication process between humans is done through word of mouth. Every day a person talks to one another, exchanging thoughts, information, opinions and other communication processes. Consumer knowledge about a product is more influenced by word of mouth. This is because information from friends is more reliable than information obtained from advertisements.

### **E. Product Selection Decision**

According to Peter and Olson (in Mahendrayasa et al., 2014: 2), the product selection decision is an integrated process carried out to combine knowledge in order to evaluate two or more alternatives and choose

one of them. Product selection decisions can be interpreted as making choices by consumers against two or more alternative choices to meet their needs.

Schiffman and Kanuk (dalam, Sangadji and Sopiah, 2013: 124) mention three types of consumer decision making, namely:

1. Extended Problem Solving (Extensive Problem Solving)
2. Limited Problem Solving
3. Routine Problem Solving (Routinized Response Behavior).

The decision to choose or consume a product with a certain brand will begin with the following steps: introduction of needs, timing, changing situations, product ownership, product consumption, individual differences, marketing influence, information search, internal search, external search.

In decision making is a process of product selection activities that appear to be only one stage of the entire process of selecting consumer products. According to Swastha and Handoko (2011), the decision-making process goes through 5 stages, namely:

1. Analyze or identify needs and wants.

In analyzing needs and wants, a process is shown to find out if there are unfulfilled needs and desires. If a need is known, then consumers will understand that there is a need that is immediately fulfilled or is still being delayed.

2. Information search and assessment of sources.

Information seeking can be active or passive, internal or external. An active search for information can be in the form of visits to schools to make comparisons of costs and product quality, in this case the quality of learning and the quality of graduates. While passive information search is only by reading advertisements in magazines, brochures, newspapers or other media without having a specific purpose about the desired product description. Internal search for information can come from personal communication and personal influence. Individual influence comes from individual communication and personal influence, mainly from opinion pioneers, while external information comes from mass media and information sources from school marketing activities.

3. Assessment and selection of alternative product selection.

Includes two stages, namely, setting product selection objectives and assessing and selecting alternative product selection based on product selection objectives. The purpose of product selection for each consumer is not always the same, depending on the type of product and its needs.

4. The decision to choose the product

The decision to choose a product that is taken by consumers is actually the conclusion of a number of decisions, for example: decisions about the type, shape, location, costs that must be incurred to get the product which in this case is the school and so on. If the product produced is in accordance with what consumers expect to satisfy needs and wants, then the product is able to attract interest to choose. If consumers are satisfied then the next product selection will choose the product with that brand again.

5. Behavior after product selection.

After making a product selection, consumers will experience a level of satisfaction or dissatisfaction. Consumers will take action after the election activity in terms of using the product, so marketers must pay attention that the marketing task does not end when the product has been selected but continues to the period after product selection.

## **F. Hypothesis**

H1 There is an influence of promotion strategies through social media on school selection decisions at SMK Muhamadiyah Parakan.

H2 There is an effect of word of mouth marketing on school selection decisions at SMK Muhamadiyah Parakan.

H3 There is an influence of promotional strategies through social media and word of mouth marketing on school selection decisions at SMK Muhamadiyah Parakan.

## **III. METHOD**

### **A. Types Of Research**

In preparing this research, the writer conducted a quantitative descriptive research. Quantitative research can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

In this study, the researchers took the location at SMK Muhammadiyah Parakan which is located at Jalan Pamulang 2 Benda Barat 11, Ritan Complex, Parakan Village RT 03/09 Pondok Benda Village - South Tangerang City, Tel. (021) 74701265.

The research time used for research is for 3 months from December 2020 to February 2021 until sufficient data and information are available.

### B. Population and Sample

This research model uses quantitative research methods. This research was analyzed using Multiple Linear Regression analysis with SPSS program. This model seeks to understand in depth to obtain empirical evidence of the impact of promotional strategies using social media and word of mouth marketing on improving school selection decisions.

The object of this research is the students of SMK Muhammadiyah Parakan which is located on Jalan Pamulang 2, Benda Barat XI, Rt. 03/09 Parakan, Pondok Benda, Pamulang, South Tangerang. The target of this research is focused on the students of class X.

The types of data used in this research model are primary data obtained directly and secondary data obtained indirectly. Primary data sourced directly obtained in the field (Kuncoro, 2014). The direct source was obtained by the research team through a questionnaire, this questionnaire became the primary data used. This sampling was done randomly by the researcher using the accidental sampling method. Secondary data that supports this research are various literatures and scientific publications that support the research model.

The method used for sampling in this study is using the saturated sampling technique, because all members of the population are used as samples. Another term for saturated sample is census, in which all members of the population are sampled. Sugiyono (2011:85). Where the population as well as the sample in this study are all students of class X SMK Muhammadiyah Parakan in 2020, totaling 44 people.

To obtain the required data analysis results, data analysis was carried out through multiple linear regression with the SPSS program. The results of this test consist of the analysis of the F test (ANOVA), the results of the analysis of the t test and the coefficient of determination. This analysis identifies the relationship between the variables contained in this study, namely independent (X) which includes promotion strategies through social media and word of mouth marketing on the dependent variable (Y), namely school selection decisions.

## IV. RESULT AND DISCUSSION

### A. Validity and Reliability Test

Validity test is intended to test the statement on each question item on the questionnaire is valid or not. To process the validity test, each item of the statement is done by comparing r count with r table. The value of r table in this study with 44 respondents is  $df = n-2$  that is 0.2907 with a significance level of = 0.05 (5%). To process the validity test, the researcher used SPSS Version 26 with the following criteria If the value of r count > r table, then the instrument is valid. The results of the leadership variable validity test are as follows:

**Table 3. Validity Test Results Based on Promotional Variables Through Social Media**

No	Questionnaire	r count	r table	Info
1	School promotion through social media is very useful in providing information.	0,665	0,2907	Valid
2	School promotional messages that appeared on social media made me interested in seeking more information.	0,719	0,2907	Valid
3	I got information about this school through social media.	0,759	0,2907	Valid
4	News and images on social media can be trusted.	0,693	0,2907	Valid
5	Promotion through social media is easy to understand.	0,855	0,2907	Valid

Based on the table data above, the promotion variable through social media (X1) obtained the value of r count > r table (0.2907), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

**Table 4. Validity Test Results Based on Word of Mouth Marketing Variables**

No	Questionnaire	r count	r table	Info
1	I will share positive things about this school with others.	0,656	0,2907	Valid
2	I would recommend others to attend school here.	0,658	0,2907	Valid
3	I am proud to tell others that I attend SMK Muhammadiyah Parakan	0,534	0,2907	Valid
4	I talk about this school much more often than any other school	0,740	0,2907	Valid
5	I heard positive things about this school	0,846	0,2907	Valid

Based on the table data above, the Word of Mouth Marketing (X2) variable obtained the value of r count > r table (0.2907), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

**Table 5. Validity Test Results Based on School Selection Decision Variables**

No	Questionnaire	r count	r table	Info
1	I am interested in attending SMK Muhammadiyah Parakan because I believe in the quality of this school.	0,683	0,2907	Valid
2	I feel satisfied after entering this school	0,700	0,2907	Valid
3	SMK Muhammadiyah Parakan has advantages over other schools	0,768	0,2907	Valid
4	I decided to enter this school because it suits my interests and talents.	0,717	0,2907	Valid
5	I will not transfer to another school with the various advantages this school has.	0,824	0,2907	Valid

Based on the table data above, the School Selection Decision variable (Y) obtained the value of r count > r table (0.2907), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

Reliability testing is intended to test a questionnaire is reliable or reliable or not. According to Ghozali (2016) "Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. The criteria or provisions in deciding whether the statement is reliable or not, are as follows If the Cronbach Alpha value > 0.60, then the instrument is reliable.

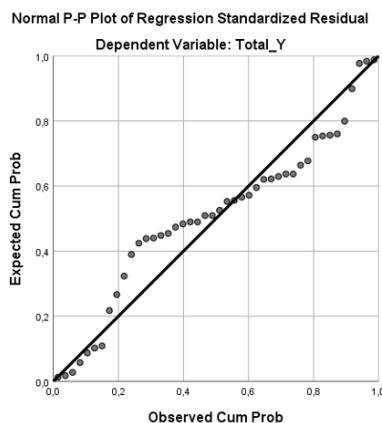
**Table 6. Reliability Statistics**

Variable	Cronbach's Alpha	N of Items
<b>Promotional Through Social Media</b>	,812	5
<b>Word of Mouth Marketing</b>	,845	5
<b>School Selection Decision</b>	,821	5

Based on the test results in the table above, it shows that the promotion variables through social media (X1), word of mouth marketing (X2) and election decisions (Y) are declared reliable, this is evidenced by each variable having a Cronbach's Alpha value greater than 0.600.

**B. Classic Assumption Test**

**1. Normality Test**



**Figure 1. P-P Plot Normality Test**

In the picture above, it can be seen that the normal probability plot graph shows a normal graph pattern. This can be seen from the points that spread around the diagonal line and the spread follows the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality.

2. Multicollinearity Test

Table 7. Multicollinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18,508	3,645		5,078	,000		
	Total_X1	,253	,165	,249	1,532	,133	,865	1,156
	Total_X2	-,206	,168	-,199	-1,225	,228	,865	1,156

a. Dependent Variable: Total\_Y

Based on the results of the multicollinearity test above, the tolerance value of the promotion variable through social media and word of mouth marketing is 0.865, where both values are less than 1. While the Variance Inflation Factor (VIF) value of the promotion variable through social media and word of mouth marketing each of 1.156 where the value is less than 10. Thus, this regression model does not have multicollinearity.

3. Heteroscedasticity Test

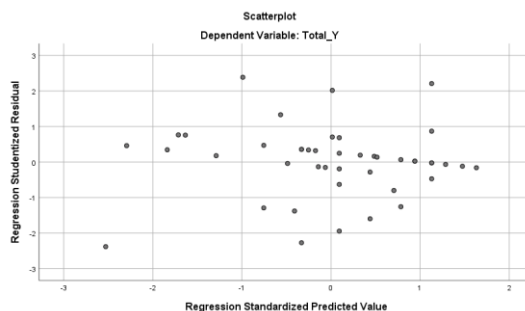


Figure 2. Heteroscedasticity Test Results

Based on the results of the image above, the points on the scatterplot graph do not have a clear distribution pattern or do not form certain patterns and the points spread above and below the number 0 on the Y axis, thus this indicates that there is no heteroscedasticity disorder in the regression model so that this regression model is feasible to use.

C. Hypothesis Testing

Table 8. Hypothesis Test Results (t Test) Social Media Promotion (X1) Against School Selection (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,439	4,619		2,043	,047
	Promosi Medsos (X1)	,769	,120	,702	6,386	,000

a. Dependent Variable: Pemilihan Sekolah (Y)

Based on the test results in the table above, the value of t count > t table or (6.386 > 1.682) is also strengthened by the value of value <Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and H1 is accepted, this shows that there is a partially significant effect between promotion through social media (X1) on school selection decisions (Y).



**Table 9. Hypothesis Test Results (t Test) Word of Mouth Marketing (X2) Against School Selection (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,680	4,627		2,092	,043
	WOM (X2)	,742	,117	,698	6,323	,000

a. Dependent Variable: Pemilihan Sekolah (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (6.323 > 1.682) is also strengthened by the value of value <Sig.0.05 or (0.000 <0.05). Thus, H0 is rejected and H2 is accepted, this shows that there is a partially significant influence between word of mouth marketing (X2) on school selection decisions (Y).

**Table 10. Simultaneous Hypothesis Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	422,355	2	211,177	26,657	,000 <sup>b</sup>
	Residual	324,804	41	7,922		
	Total	747,159	43			

a. Dependent Variable: Pemilihan Sekolah (Y)  
b. Predictors: (Constant), WOM (X2), Promosi Medsos(X1)

Based on the test results in the table above, it is obtained that the calculated F value > F table or (26.657 > 3.23) This is also reinforced by the value <Sig.0.05 or (0.000 <0.05). Thus, H0 is rejected and H3 is accepted, this shows that there is a simultaneous significant influence between promotion through social media (X1) and word of mouth marketing (X2) on school selection decisions (Y).

#### D. Discussion

##### 1. The effect of promotion through social media (X1) on school selection decisions (Y),

Based on the results of the analysis obtained the value of the regression equation  $Y = 9.439 + 0.769 X1$ . The coefficient of determination of 0.702 means that the two variables have a strong level of relationship. The value of determination or contribution of influence is 0.702 or 70.2% while the remaining 29.8% is influenced by other factors.

Partial hypothesis testing with t test obtained t value > t table or (6.386 > 1.682). This is also reinforced by the value of value <Sig.0.05 or (0.000 <0.05). Thus, H0 is rejected and H1 is accepted, this shows that there is a partially significant effect between promotion through social media (X1) on school selection decisions (Y).

##### 2. The influence of word of mouth marketing (X2) on school selection decisions (Y).

Based on the results of the analysis obtained the value of the regression equation  $Y = 9.680 + 0.742 X2$ . The coefficient of determination of 0.698 means that the two variables have a strong relationship level. The value of determination or contribution of influence is 0.698 or 69.8% while the remaining 30.2% is influenced by other factors.

Partial hypothesis testing with t test obtained t value > t table or (6.323 > 1.682) This is also reinforced by the value of value <Sig.0.05 or (0.000 <0.05). Thus, H0 is rejected and H2 is accepted, this shows that there is a partially significant influence between word of mouth marketing (X2) on school selection decisions (Y).

##### 3. The effect of promotion through social media (X1) and word of mouth marketing (X2) on school selection decisions (Y),

Based on the results of the analysis obtained the value of the regression equation  $Y = 5.080 + 0.450 X1 + 0.422 X2$ . The coefficient of determination is 0.752, it can be concluded that the promotion variable through social media and word of mouth marketing simultaneously affects the school selection decision variable by 75.2% while the remaining 24.8% is influenced by other factors.

Hypothesis testing with the F test obtained the calculated F value  $> F$  table or ( $26.657 > 3.23$ ) This is also reinforced by the value  $< \text{Sig}.0.05$  or ( $0.000 < 0.05$ ). Thus,  $H_0$  is rejected and  $H_3$  is accepted, this shows that there is a simultaneous significant influence between promotion through social media ( $X_1$ ) and word of mouth marketing ( $X_2$ ) on school selection decisions ( $Y$ ).

## V. CONCLUSION

Based on the results of the research that has been described in the previous chapter, it can be concluded as follows:

1. There is a positive influence between promotion through social media ( $X_1$ ) on school selection decisions ( $Y$ ). This is evidenced by the t-count of 6.386 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 0.702 or 70.2% while the remaining 29.8% is influenced by other factors.
2. There is a positive influence between word of mouth marketing ( $X_2$ ) on school selection decisions ( $Y$ ). This is evidenced by the t-count of 6.323 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 0.698 or 69.8% while the remaining 30.2% is influenced by other factors.
3. There is a positive influence between promotion through social media ( $X_1$ ) and word of mouth marketing ( $X_2$ ) on school selection decisions ( $Y$ ). This is evidenced by the calculated F of 26,657 with a significance value of 0.000 less than 0.05. And the coefficient of determination or contribution of influence is 75.2% while the remaining 24.8% is influenced by other factors.

## VI. SUGESSTION

1. The Parakan Muhamadiyah Vocational School must increase promotion through social media, because so far there is still a lack of promotion, especially through social media.
2. The Parakan Muhamadiyah Vocational School must improve the positive things it has, such as student and teacher achievements, school facilities, services, etc. So that it will be able to increase marketing through word of mouth or word of mouth marketing.
3. SMK Muhammadiyah Parakan must improve the quality of schools in various ways. So that it will make people interested and believe in choosing SMK Muhammadiyah Parakan as a place to study.

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